

participant, through said system control system site or at another of said plurality of said sites.

25. (New) The system of claim 24, including means for identifying at least one of said system participant sites as an account manager site, and for identifying a said separate level for said account manager site.

26. (New) The system of claim 21, wherein said means for registering said system participants includes means for an account manager site to register a customer or target organization or vendor, and said means for recording a customer vendor transaction includes means for recording a respective transaction for a customer, or target organization, or vendor, for said account manager site .

27. (New) The system of claim 21, wherein said first means includes means responsive to a said transaction for authorizing and making payments to each of said system participants related to said transaction, at a level of compensation for said respective level for said system participants.

28. (New) The system of claim 21, wherein said fourth means includes means for storing separate respective levels of compensation for said system participants including separate levels of compensation for at least a target organization, or vendors with a primary or associated presence, or an account manager, or said system control site.

29. (New) The system of claim 24, including means for identifying at least one of said system participant sites as an account manager site, and for identifying a said separate level for said account manager site.

30. (New) A data processing system for multi level affiliate marketing, comprising,  
a data processing site connected to a communications system;  
a plurality of system participant sites connected to said communications system;  
said data processing site, including a data processor for recording data for system participants and for recording data for transactions related to respective pluralities of system participants;  
said data processor including data indicative of a plurality of separate respective marketing distribution levels, for said system participants;  
said data processing site identifying from said plurality of marketing levels, respective levels for said respective pluralities of system participants responsive to said data indicative of a respective transaction; and  
said data processing site calculating separate payments for said respective pluralities of system participants, at said respective separate levels.

31. (New) The data processing system of claim 30, including,  
an account manager site, a target organization site ;  
said data processing site identifying from said plurality of marketing levels, a respective level for said account  
manager site and said target organization ;  
said data processor calculating a separate payments for said account manager site and said target organization site,  
at said at respective level for said account manager and said target organization.
32. (New) The data processing system of claim 31, wherein,  
a plurality of said system participant sites include a registration window for registering a customer or a target  
organization for said customer;
33. (New) A method for multi-level affiliate associated marketing for customer and vendor transactions,  
comprising the steps of,  
establishing data communications between a system control site and a plurality of separate sites;  
recording separate customer vendor transactions at said plurality of separate sites or said system control site,  
identifying system participants and for identifying a plurality of said system participants related to respective  
separate customer vendor transactions;  
storing a plurality of separate respective marketing distribution levels, for said system participants and  
identifying from said plurality of marketing distribution levels, respective levels for said system participants; and  
calculating separate payments for said plurality of said system participants, at said respective levels for said  
plurality of system participants, related to said respective separate customer vendor transactions.
34. (New) The method of claim 33, including the steps of identifying at least one target organization; identifying a  
respective separate level within said plurality of marketing distribution levels, for said target organization, and  
calculating a separate payment for target organization.
35. (New) The method of claim 34, including the step of for paying said respective system participants.

36. (New) The method of claim 33, including the steps of identifying separate sites of said plurality of sites as  
respective system participant sites; registering said system participants, including said customers, for said  
respective system participant sites, as registered system participants; and calculating a separate payment for a  
respective system participant site in response to a transaction by a said registered system participant for said  
respective system participant site.

37. (New) The method of claim 33, including the steps of identifying a single system participant with a respective site, identifying a said separate site as an account manager site, and identifying a said separate level with said account manager site.
38. (New) The system of claim 37, including the steps of registering said system participants by an account manager site, including a customer or target organization or vendor, and recording a respective transaction for a customer, or target organization, or vendor, for said account manager.
39. (New) The method of claim 34, including the steps of authorizing and making payments to each of said system participants at a level of compensation responsive to said respective level for each said system participants.
40. The method of claim 34, including the step of storing separate respective levels of compensation for said system participants including separate levels of compensation for at least a target organization, or vendors with a primary or associated presence, or an account manager, or said system control site.

#### Remarks

The reference to McNee, cited by the patent examiner, is a system and method (hereafter "system"), of donations made as part of a credit transactions made by a consumer with a merchant. The disclosed system is limited to automatic donations when a purchase is made at a member merchant. The system is limited to enrollment of a shopper by a merchant and issuance of a member charity card. The charity card information is transmitted to the CPA 18 and the charity card information including the amount of donation with respect to a purchase made at the merchant.

The systems operations starts with a purchase at and limited to a point of sale, when the shopper presents the approved charity card. Information relevant to the purchase and a contribution request is sent to the CPA 18. The CPA then calculates and accounts for the donation amount and any credit to the CPA 18 for an administrative fee and stores this information in a data base.

Completion of the transaction requires the CPA generate an invoice, sending the invoice to the merchant and receiving payment. The designated donation is then sent to the respective charity and the CPA deducts its fee.

The McNee reference is one dimensional and does not show, teach or disclose any of the recited elements in new claims 21 to 40. McNee is limited to a single preset donation amount a customer makes to a single charity.

McNee does not show or disclose a mult tiered system for compensating a plurality of system participants for a transaction anywhere in the system. For example, McNee does not show,

    said first means, including second means for recording separate customer vendor transactions at said plurality of separate sites or said system control site,

    said first means including third means for identifying system participants and for identifying a plurality of said system participants related to respective separate customer vendor transactions;

    said first means including fourth means for storing a plurality of separate respective marketing distribution levels, for said system participants and identifying from said plurality of marketing distribution levels, respective levels for said system participants; and

    said first means includes fifth means, in response to said first means, said fourth means, and said third means, for calculating separate payments for said plurality of said system participants, at said respective levels for said plurality of system participants, related to said respective separate customer vendor transactions.

(see claim 21), or

    said data processor including data indicative of a plurality of separate respective marketing distribution levels, for said system participants;

    said data processing site identifying from said plurality of marketing levels, respective levels for said system participants responsive to said data indicative of a respective transaction; and

    said data processing site calculating separate payments for said respective system participants, at said respective separate levels,

(See claim 30) or

    said data processing site, including a data processor for recording data for system participants and for recording data for transactions related to respective pluralities of system participants;

    said data processor including data indicative of a plurality of separate respective marketing distribution levels, for said system participants;

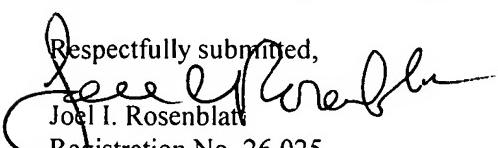
said data processing site identifying from said plurality of marketing levels, respective levels for said respective pluralities of system participants responsive to said data indicative of a respective transaction; and

said data processing site calculating separate payments for said respective pluralities of system participants, at said respective separate levels

(see claim 34)

McNee does not show any of the other features recited in claims 22 to 29, 31 to 32, or 33 to 40. Applicant has submitted what is believed to be patentable claims 21 to 40 and requests these claims be allowed.

Respectfully submitted,

  
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